



Logo

Our logo is the most recognizable and iconic way to signal the Twitch brand. Applying our logo starts with understanding our brand presence relative to the communication context — sometimes Twitch should be the main character, and sometimes we should play the supportive sidekick. From small sign-offs to larger-than-life executions, the following section outlines how our logo can flex for every situation.



Overview

Our most recognizable element, the new Twitch wordmark contains the DNA of our previous iteration to give a sense of nostalgia and evoke our roots in gaming.

Extruded Wordmark: Our primary logo, the extruded, dimensional logo is the core expression of Twitch and is used primarily in outbound comms when we want to be the most expressive.

Flat Wordmark: This is our representational mark. Primarily used internally on our owned channels, and in partnerships when locked up with other logos.

And let's not forget:

Glitch: The quickest way of saying ‘Twitch’ without spelling it out, Glitch represents everything about us and our community through an ownable mascot.

Extruded Wordmark ▾



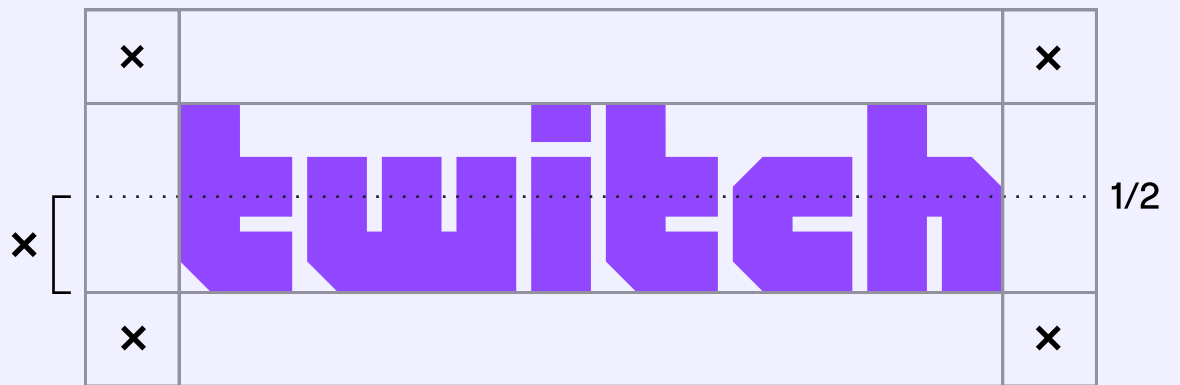
Clearspace ▾



Flat Wordmark ▾



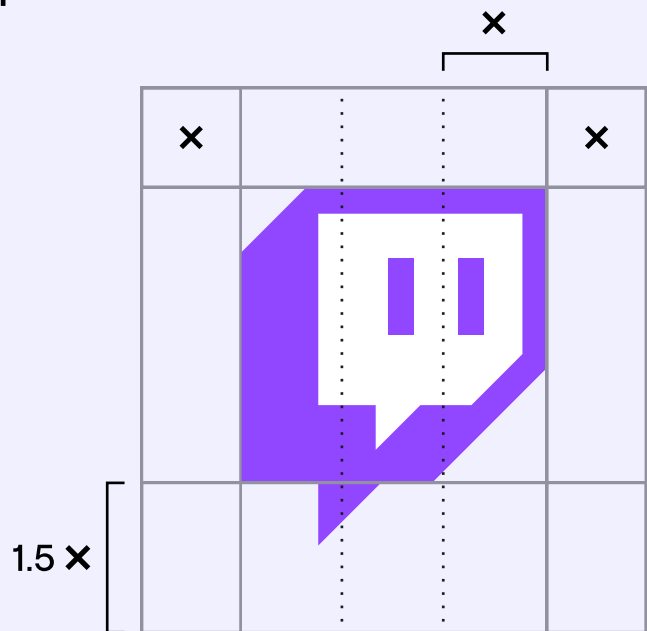
Clearspace ▾



Glitch ▾



Clearspace ▾



Lockup

Sometimes our logo likes to team up with other logos or copy. With the proper spacing, it'll play nice with almost anything. Here are some guidelines for those instances.

Internal Lockup ▾



Partnership Lockup ▾



Core Palette

Our core colors are our base state. It's how we express ourselves in the most direct, Twitch-est way possible. Our core palette is made out of four simple swatches: Twitch Purple (of course!), Black Ops, Ice, and White.

Twitch Purple

R 145 G 70 B 255
C 57 M 60 Y 0 K 0
HEX 9146FF
PMS 814C

Black Ops

R 0 G 0 B 0
C 100 M 80 Y 40 K 90
HEX 000000
PMS Black 6C

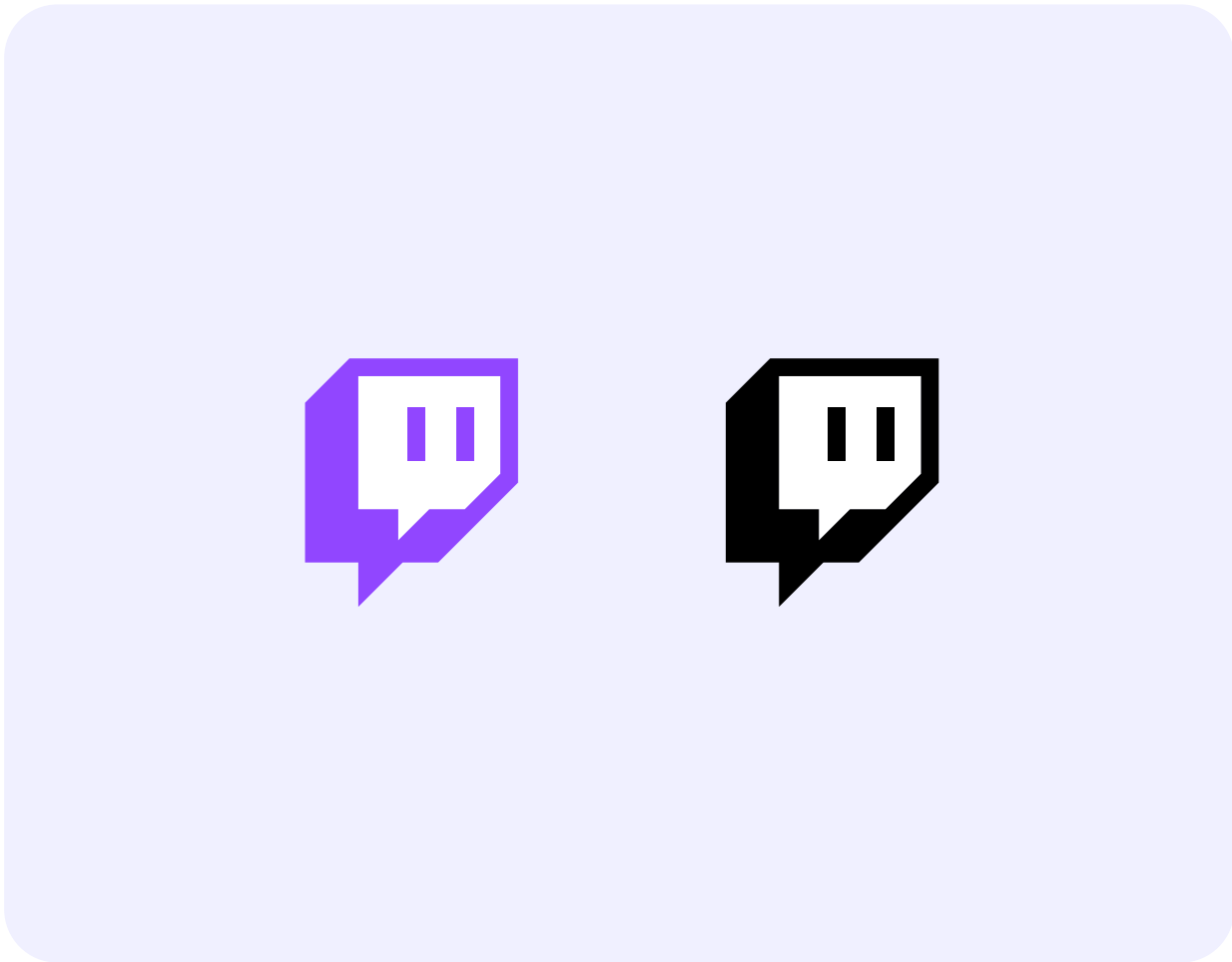
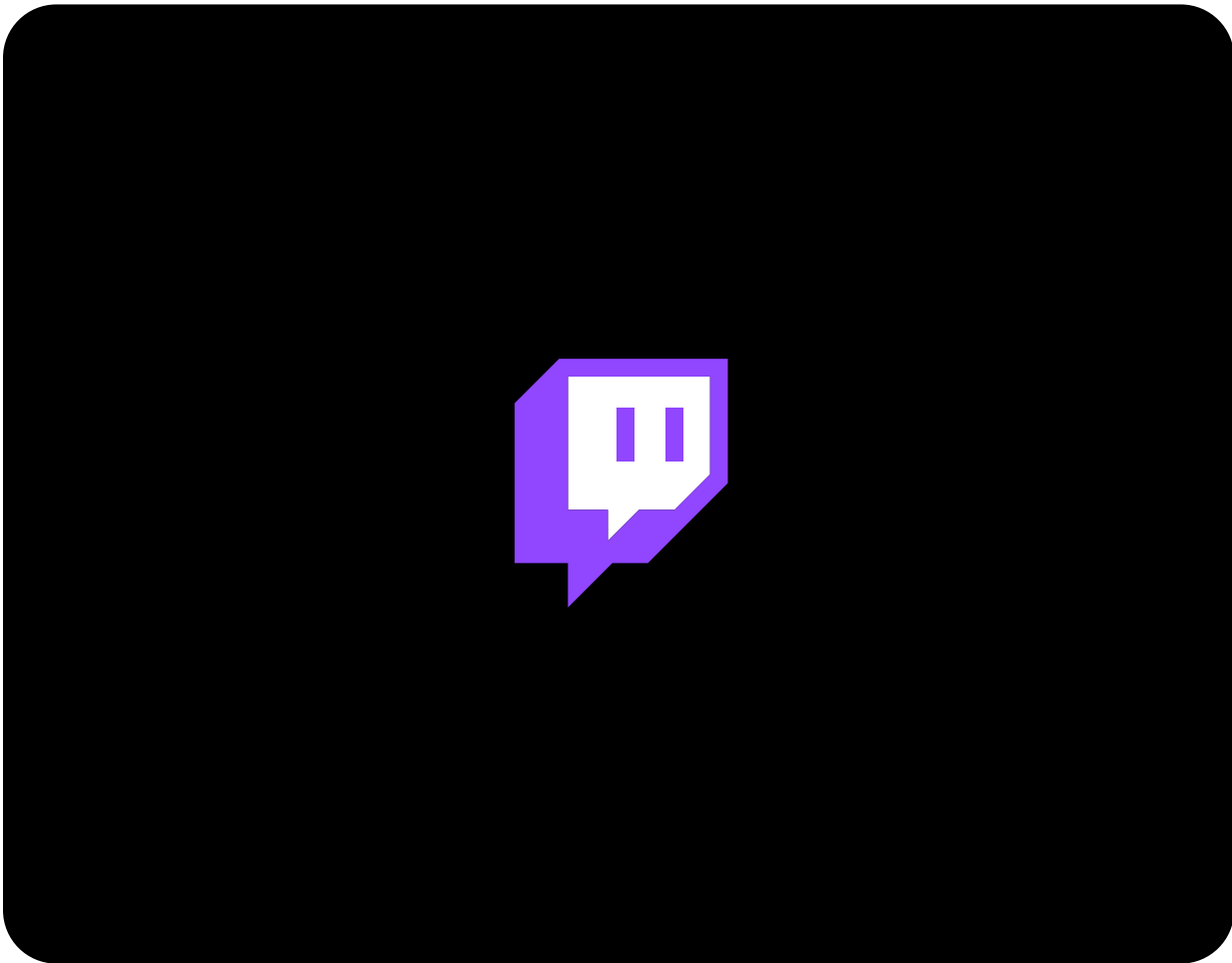
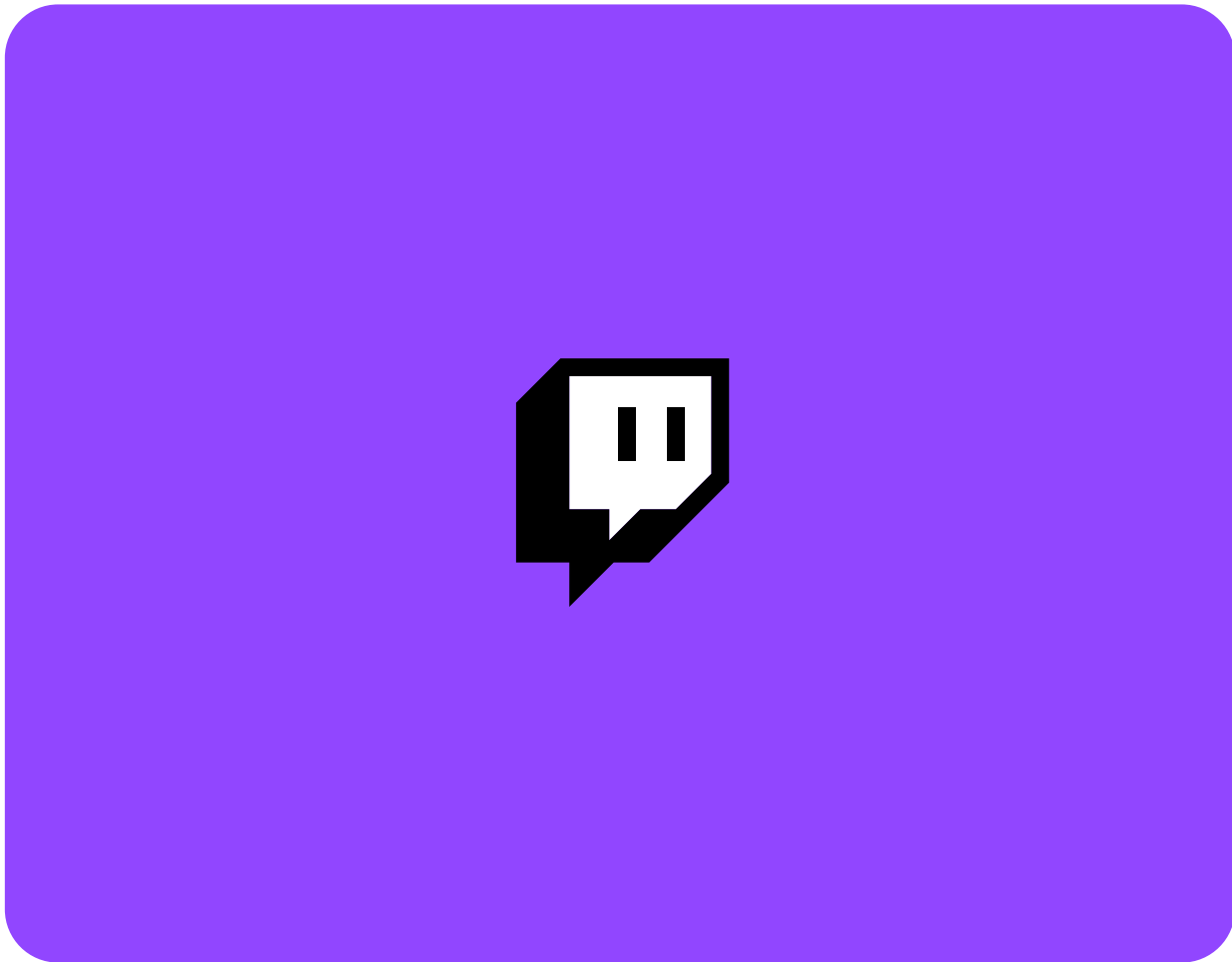
Ice

R 240 G 240 B 255
C 4 M 4 Y 0 K 0
HEX F0F0FF
PMS 656C

Core Palette

Our logo typically adopts Twitch's core color palette in brand-forward communications (product, new markets, etc.). To the right are the different ways the logo is used within the Core Palette.

Refer to the color section of this document for further guidance, and remember: Always ensure there is enough contrast between the logo components, the logo, and its background.



Don'ts

Here are some things you should never do with the Extruded Wordmark.



✗ Don't stretch the wordmark.



✗ Don't mask imagery within the wordmark.



✗ Don't apply colors with insufficient contrast.



✗ Don't apply effects to the wordmark.



✗ Don't render different angles of the wordmark.



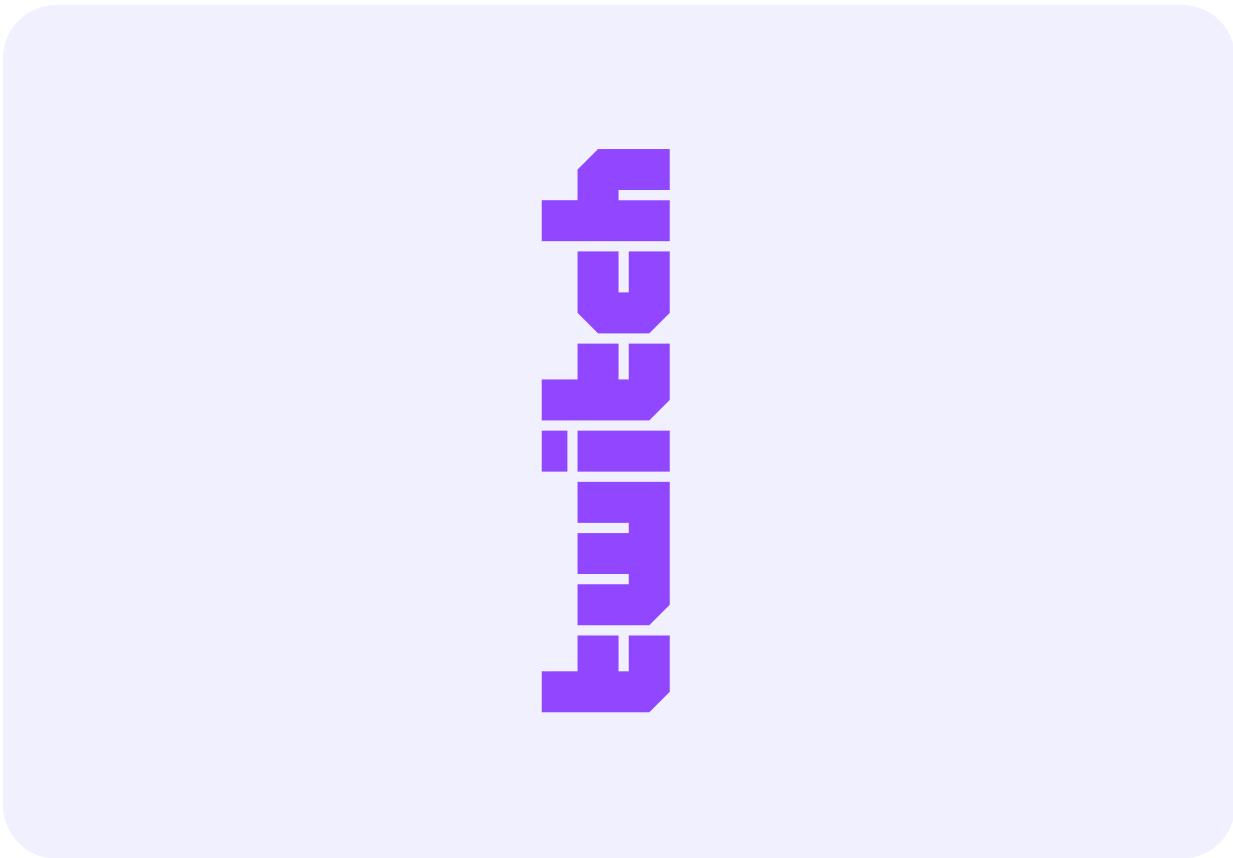
✗ Don't use a low-res version of the wordmark.

Don'ts

Here are some things you should never do with the Flat Wordmark.



✗ Don't stretch the wordmark.



✗ Don't rotate the wordmark.



✗ Don't break up the wordmark.



✗ Don't apply a stroke to the wordmark.



✗ Don't add effects to the wordmark.



✗ Don't fill the wordmark with images or patterns.



✗ Don't apply colors outside of the core palette.



✗ Don't make a font or spell out words using Twitch-like letterforms.



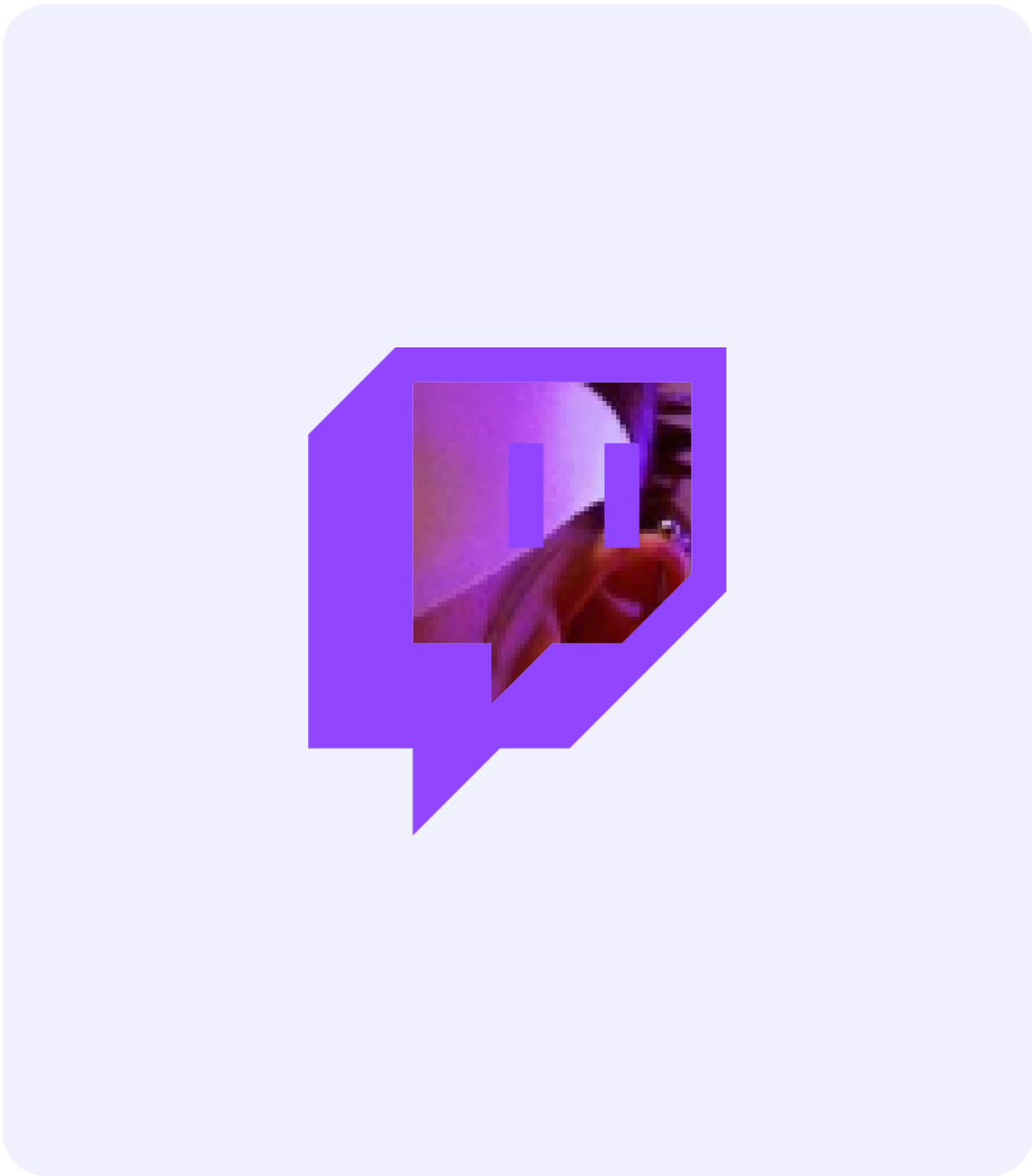
✗ Don't use a low-res version of the wordmark.

Don'ts

Here are some things you should never do with Glitch.



✗ Don't stretch Glitch.



✗ Don't mask imagery within Glitch.



✗ Don't apply colors with insufficient contrast.



✗ Don't apply effects to Glitch.



✗ Don't render different angles of Glitch.



✗ Don't use a low-res version of Glitch.

